



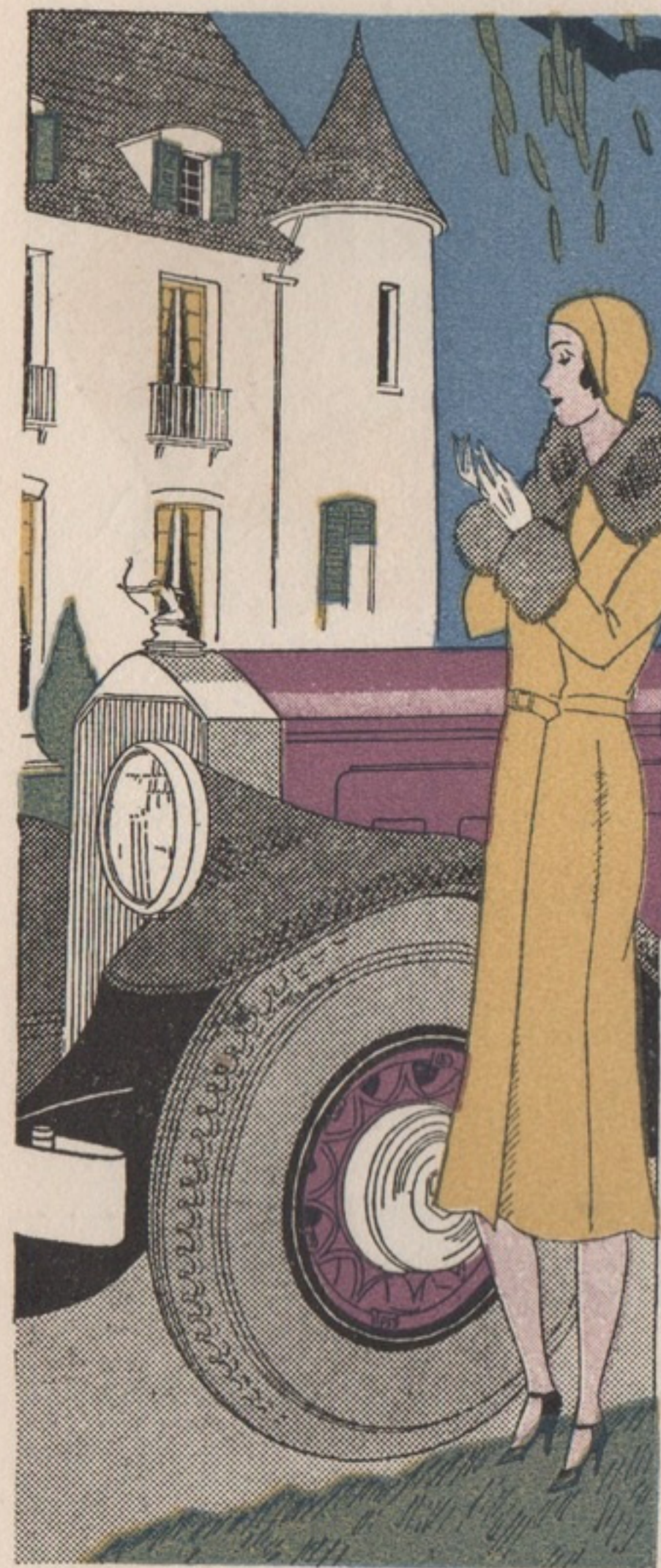
*The Rare
Inner Charm
of America's
Finest
Motor Car*

P I E R C E A R R O W



THE MODEL 42 CLUB SEDAN—5 PASSENGERS

Preference for the intimate seating arrangement of the club sedan is a popular trend for which Pierce-Arrow designers have provided



Beautifully Expressing The Individual

*S*OMEONE has said of Pierce-Arrow interiors that they are remindful of distinguished modern drawing rooms.

The analogy is perfect, so far as taste and individuality go.

It takes no account, however, of the elements of beauty and luxury and modishness with which every Pierce-Arrow is so richly endowed by heritage and design.

The processes by which these Pierce-Arrow elements are assembled are not unlike those employed by famous couturiers who rule the world of fashion.

Each is primarily concerned with *individual expression* in its purest form.

Each gets its effect through great artists in color harmonies and fabric design . . . through skilled craftsmen whose expert handiwork lends character and loveliness to whatever it touches.



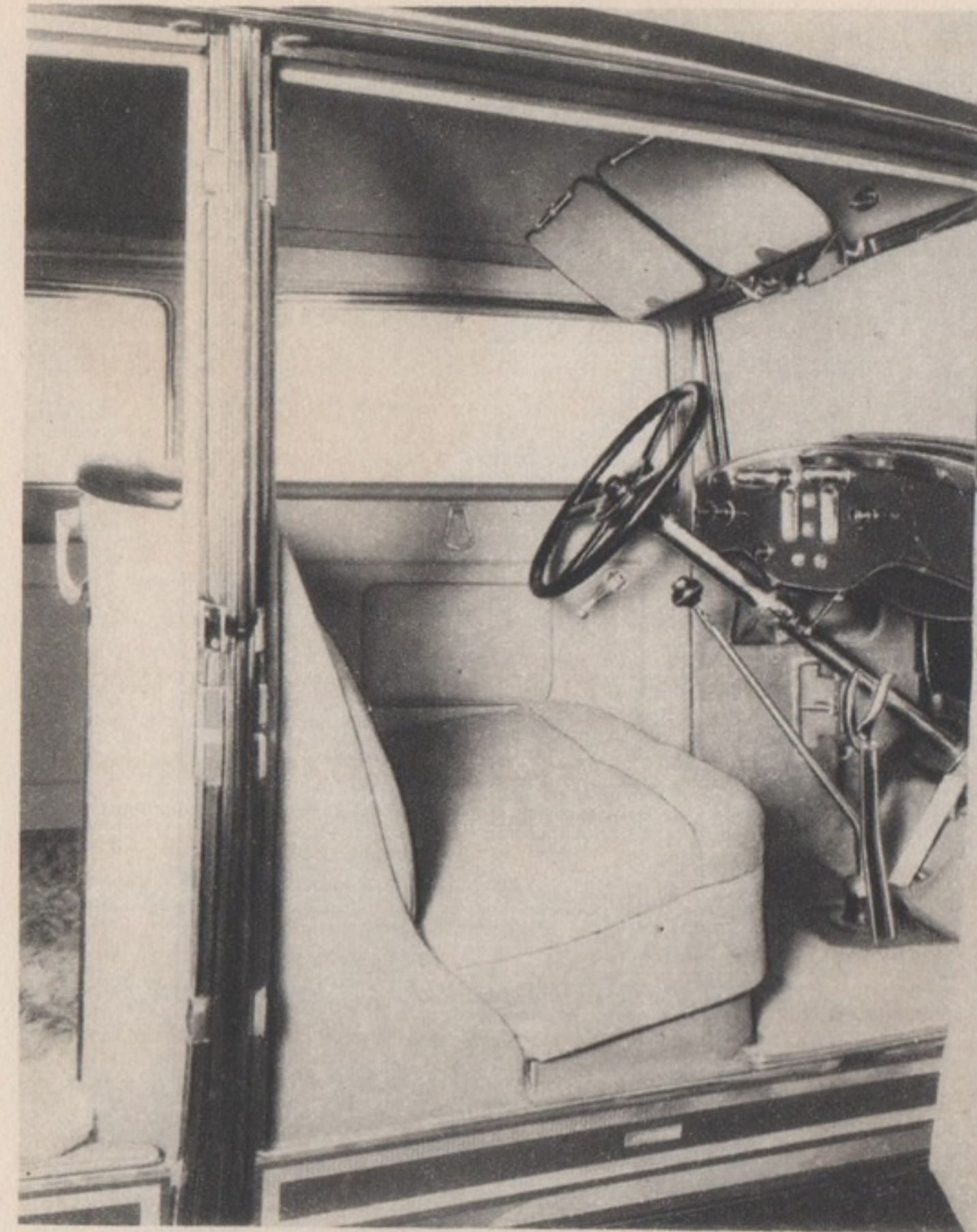
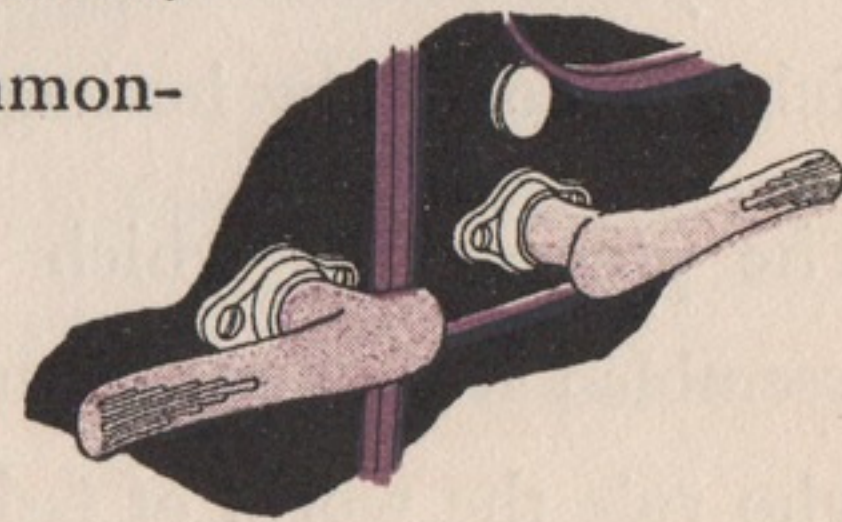
And, in the case of Pierce-Arrow, all are coordinated under the direction of masters of the finest coachcraft known to modern motor car construction.



The result is something that cannot be successfully conveyed by the finest illustrative art . . . for pictures fail utterly to convey the fresh charm that is so outstanding a characteristic of Pierce-Arrow interiors. And because each is so completely

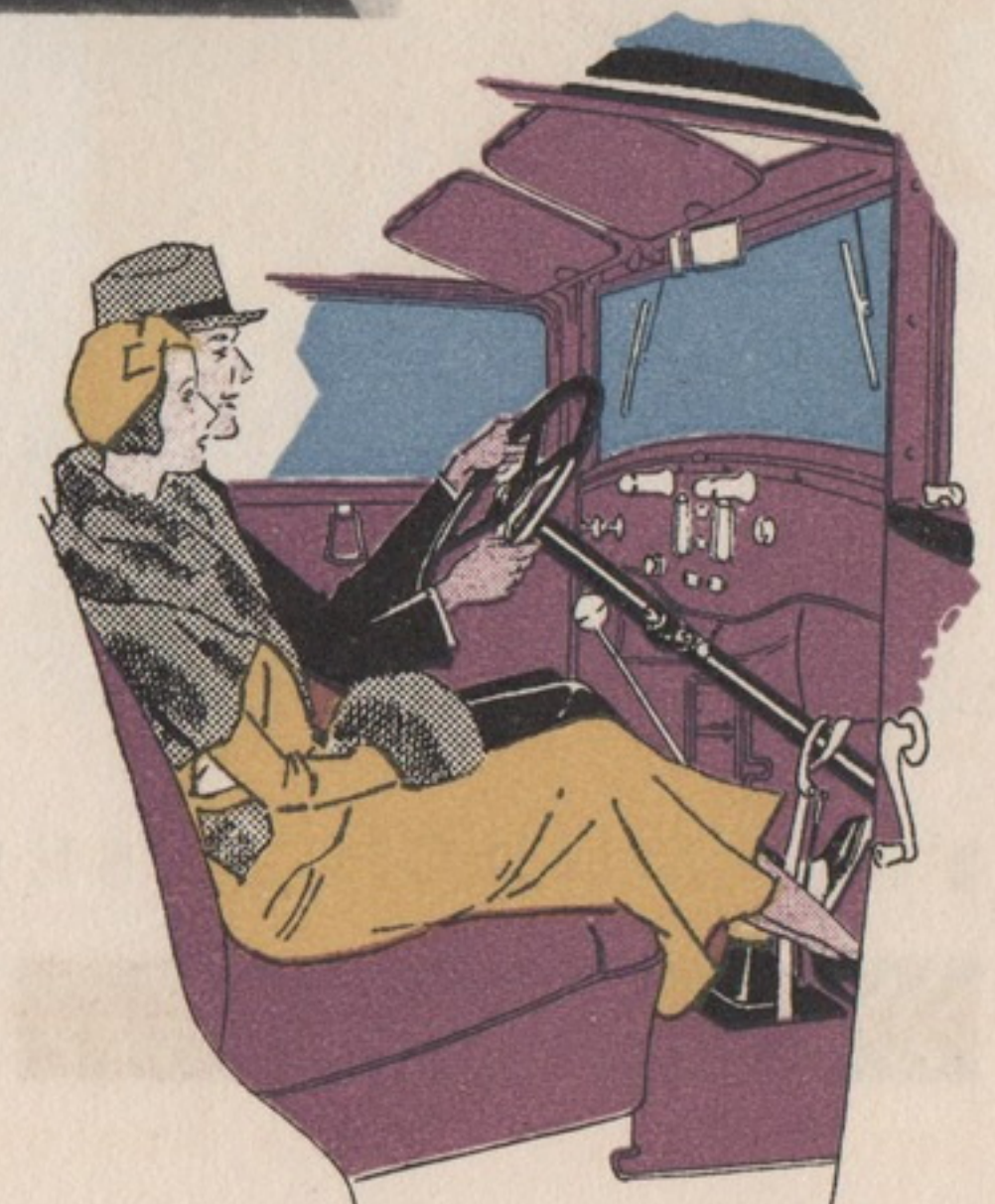
the result of individual creative methods, it never becomes ordinary or commonplace by constant repetition.

Europe's most famous designer of automobile bodies has said,



The commodious front compartment invites the driver to take the wheel

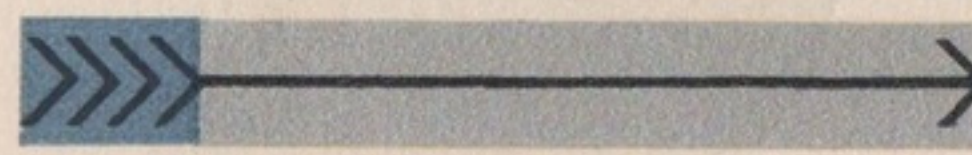
"Pierce-Arrow is the most beautiful car of its kind I have ever seen. It is worthy of its world-wide renown."



Individual sun shades, mirrors and windshield cleaners provide for the front-seat passenger as well as the driver

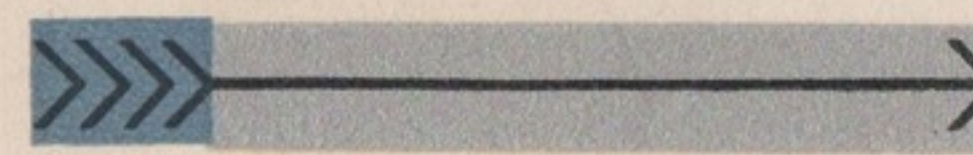


THE MODEL 41 SEDAN—7 PASSENGERS

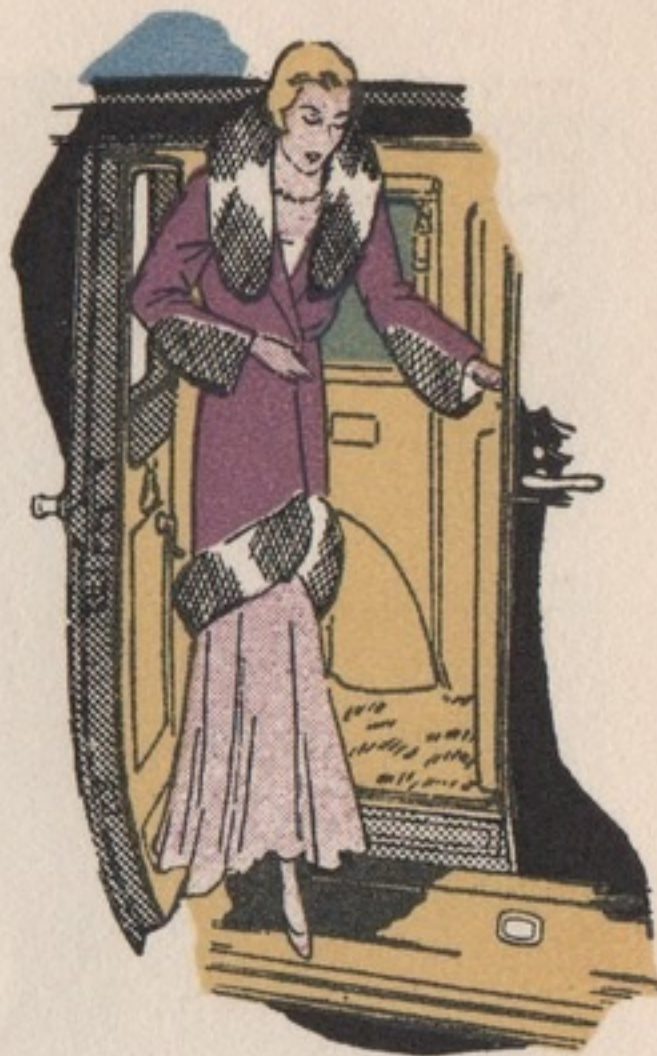

Comfortable, roomy and sumptuous in its appointments, this is the ideal car for family use



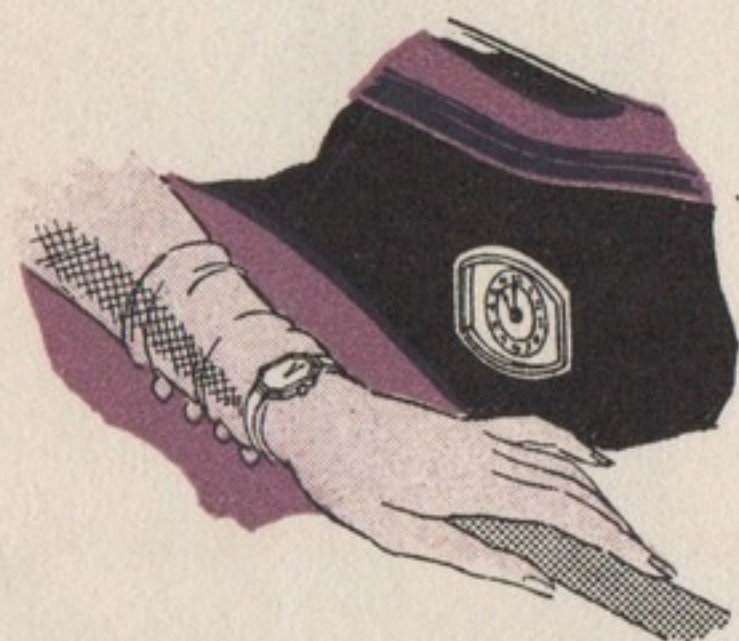
THE MODEL 43 COUPE—2 OR 4 PASSENGERS


The distinguished coupe with rumble seat is popular for both business and social usage

THERE is in today's new Pierce-Arrow creations an even greater charm, if possible, than heretofore . . . a certain subtle elegance which reflects the mode of the hour as interpreted by a group of experienced stylists and decorators who are at the very top of their profession.



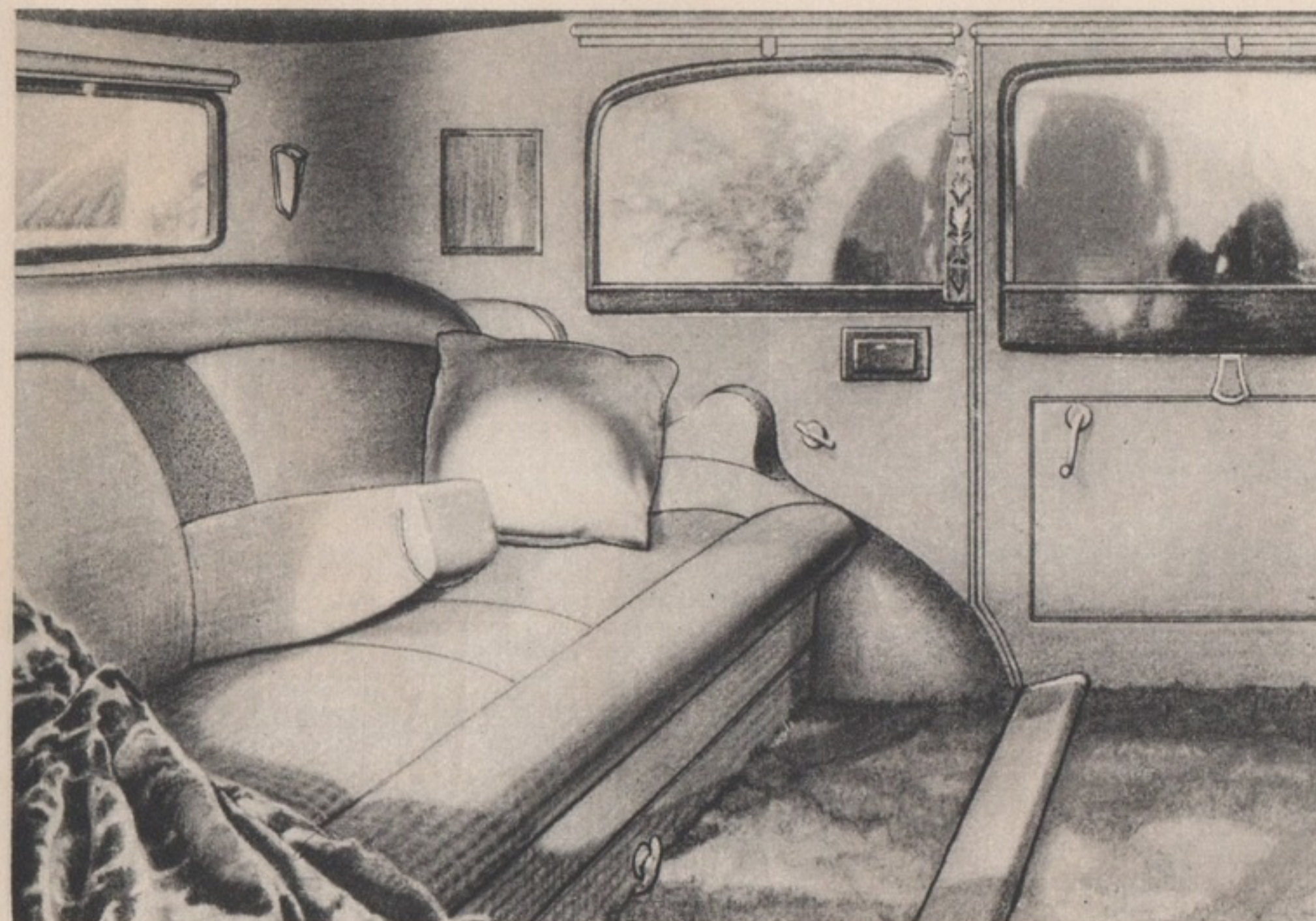
The exquisite fashioning of the new



Pierce-Arrow fabrics . . . the fine hand-tailoring present throughout . . . the rare excellence of the upholstery . . . the finely-sprung cushions with capacity for the ultimate in riding ease . . .

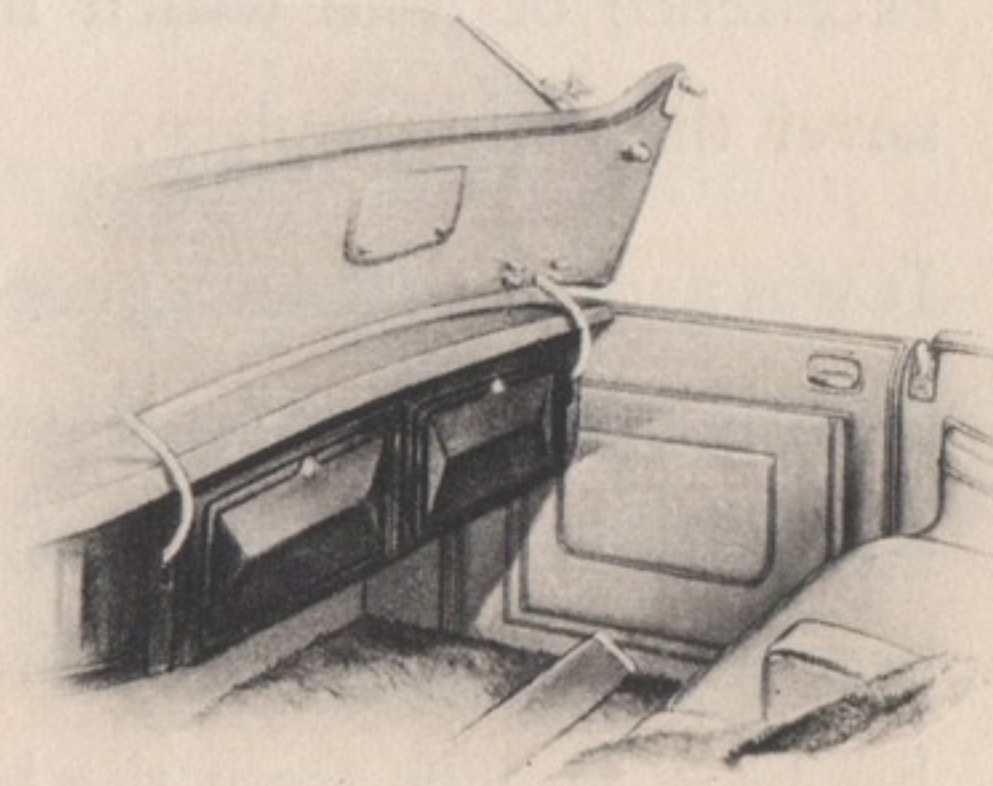
The quality of the floor coverings . . . the beauty and ease of operation of curtains, of door handles, of adjustable seats, of lights and lighters, of window regulators . . .

And, finally, the fitments . . . those high notes in Pierce-Arrow interior decoration which are the exquisitely hand-wrought creations of



jewelers, silversmiths and master workers in the metal arts.

All of these things go into the making of Pierce-Arrow interiors, and explain their attractions to women of taste . . . to the infinitely well-bred who are otherwise known as "the Pierce-Arrow sort of people."



Rear-seat passengers in the Model 42 Sport Phaeton ride in comfort behind a tonneau cowl and wind screen. Convenient package compartments are provided

*The
Pierce-Arrow
Sort of People*



The Pierce-Arrow sort of people are to be recognized by the excellence of taste which marks always the well-bred . . . never the commonplace.

It was natural that such people should find affinity with those traditions which inspire fineness . . . with the exquisite hand-wrought detail of coachcraft and the meticulous hand-tooled precisions of engine-building . . . for which Pierce-Arrow has been famous from the beginning.

THE NEW
PIERCE-ARROWS ARE OFFERED
IN THREE DISTINGUISHED GROUPS

SALON
GROUP

Here is America's finest motor car in its most luxurious expressions . . . Pierce-Arrow at its patrician best. This new group comprises the largest, most powerful cars in the line, with 132 horsepower and 147-inch wheelbase. On this chassis there is also available a distinguished group of custom models, with bodies by Le Baron.

GROUP
A

This group offers a wide range of brilliantly attractive body types on a 142-inch wheelbase. Interiors are exceptionally spacious and fitted with superb appointments. Outstanding performance is assured by the famous Pierce-Arrow straight eight engine which develops 132 horsepower.

GROUP
B

Differing from its companion cars principally in dimensions, the new Group B offers the same basic design, the same detail of appointment, the same quality typical of all Pierce-Arrow cars at a substantially lower cost. It has a 125 horsepower engine and is available in 134-inch and 137-inch wheelbase.

P I E R C E A R R O W

